

Literature Study on IT: Characteristics of E-commerce Seller Side

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Abstract

In the era of rapid development of e-commerce, the importance of IT-Characteristics (ITC) associated with E-commerce Seller-Side is rapidly increasing. This study employs a literature review research method and, through a detailed analysis of the ITC, characteristics of E-commerce, characteristics of E-commerce Buyer-Side, and characteristics of E-commerce Seller-Side, forms systematic deductive reasoning to outline the primary ITC of E-commerce Seller-Side. These characteristics play a crucial role in the successful operation of E-commerce Seller-Side, laying the foundation for further research on E-commerce Seller-Side.

Keywords: IT-Characteristics, E-commerce, Seller-Side

Introduction

With the full utilization of IT in the field of e-commerce, modern business has experienced rapid development. In this wave of digitization, the ITC of E-commerce Seller-Side has increasingly become a focal point of attention (Ong et al., 2020; Thomas, 2019; Ho et al., 2019; Soleimani, 2022; Tandon et al., 2021; Youkai, 2023; Pengyi et al., 2021; Xuhui & Dongming, 2023). This study, through a comprehensive analysis of the ITC, the characteristics of E-commerce, the characteristics of E-commerce Buyer-Side, and the characteristics of E-commerce Seller-Side has constructed a systematic reasoning framework, outlining the overall ITC landscape of E-commerce Seller-Side and identifying the primary ITC within it.

Problem Statement

Although the ITC of E-commerce Seller-Side plays a critical role in the e-commerce domain, existing research often fails to provide a comprehensive, systematic, and in-depth analysis of the ITC of E-commerce Seller-side (Hadi et al., 2019; Soleimani, 2022; Tandon et al., 2021; Tsurel et al., 2020; Guoping et al., 2022; Yongcheng & Changhui, 2021; Pengyi et al., 2021). This has resulted in a lack of decision support for E-commerce sellers in enhancing their operational performance. Therefore, this study conducts a comprehensive, systematic, and

in-depth analysis of existing literature to analyze the primary ITC of E-commerce Seller-Side, laying the foundation for further research on E-commerce Seller-Side.

Limitations

Firstly, this study is constrained by existing E-commerce literature, which may not cover the most recent research. Secondly, the conclusions of this study are based on E-commerce information available up to the time of the research, and future E-commerce circumstances may differ. Lastly, it is recommended that practitioners adjust the application of the results of this study according to their circumstances of E-commerce Seller-Side.

Literature Review

ITC

Multiple studies have categorized the ITC into information and system quality dimensions. In the information quality dimension, it includes accuracy, completeness, timeliness, and format (Ho et al., 2019; Nelson et al., 2005; Alshams et al., 2019; Wixom & Todd, 2005). Other research has classified the ITC into content, accuracy, format, usability, and timeliness (Doll & Torkzadeh, 1988). Some studies have even assessed the ITC overall as user satisfaction with IT (Wu & Wang, 2007). Additionally, some studies have identified nine ITC characteristics: flexibility, reliability, integration, accessibility, responsiveness, accuracy, completeness, timeliness, and format (Yuan & Yali, 2014).

Furthermore, research has emphasized that IT in business applications must ensure the Smoothness of functional modules (Hossain et al., 2023; Doll & Torkzadeh, 1988; Ho et al., 2019; Guangtian, 2023; Jialin, 2023). Other studies have highlighted the importance of IT providing good Interactivity with users during project implementation (Nelson et al., 2005; Wixom & Todd, 2005; Tao, 2023; Shulei, 2023).

This study suggests that the ITC should include at least Reliability, Smoothness, Format, and Interactivity. Reliability and Smoothness are related to E-commerce Seller-Side platform, while Format and Interactivity are related to the E-commerce Seller.

The Characteristics of E-commerce

Numerous studies have indicated that the characteristics of E-commerce encompass the characteristics of both the Buyer-side and the Seller-side of E-commerce. The characteristics of E-commerce Buyer-side typically manifest as user-generated content characteristics, while the characteristics of E-commerce Seller-side characteristics often appear as platform characteristics and seller-generated content characteristics (Hadi et al., 2019; Mu & Zhang, 2021; Soleimani, 2022; Tandon et al., 2021; Tsurel et al., 2020; Mingkun, 2021; Yan, 2023).

The Characteristics of E-commerce Buyer-Side

Many studies have indicated that the characteristics of E-commerce Buyer-side primarily refer to user-generated content characteristics, which specifically include authenticity, content efficacy, visual appeal, and utility (Choi, 2020; Thomas, 2019; Shahbaznezhad, 2021; Li, 2021; Yilin, 2020).

The Characteristics of E-commerce Seller-Side

Several studies have suggested that the characteristics of E-commerce Seller-Side can be divided into website design, responsiveness, information accuracy, privacy security, customer care, and service recovery characteristics. Among these, website design, responsiveness, and privacy security fall under the category of platform characteristics on the seller side, while information accuracy (Khaled et al., 2019), customer care (Bashir et al., 2020), and service recovery are considered seller-generated content characteristics (Hsu & Lin, 2023; Kumar & Patil, 2023; Masele et al., 2023; Sinhaseni et al., 2023).

Additionally, numerous studies have indicated that the characteristics of E-commerce Seller-Side can be categorized into technical quality characteristics and rule quality characteristics. Technical quality characteristics encompass efficiency, reliability, and privacy, while rule quality characteristics include communication, prevention and reputation, responsiveness, and contact. Within these categories, efficiency, reliability, privacy, and responsiveness are considered platform characteristics of E-commerce Seller-Side, while communication, prevention, and reputation fall under the category of seller-generated content characteristics (Anshori et al., 2022; Hossain et al., 2022; Sumi & Kabir, 2021; Tanveer, 2021; Al Qalhati et al., 2020; Zhou & Liu, 2022).

Moreover, many studies have highlighted that the characteristics of E-commerce Seller-Side can be divided into usability, reliability, security, responsiveness, and empathy characteristics. Among these, usability, reliability, security, and empathy are classified as platform characteristics of E-commerce Seller-Side, while responsiveness is considered a seller-generated content characteristic (Hossain et al., 2022; Polas et al., 2020; Ishak et al., 2021; Kamal et al., 2022; Minh et al., 2022; Saxena & Kumar, 2023; Caicai et al., 2019).

Furthermore, many studies have pointed out that the characteristics of E-commerce Seller-Side include stability, functionality, security, usability, selectivity, reliability, information quality, format quality, and service quality to users. Among these, stability, functionality, security, usability, selectivity, and reliability fall under the category of platform characteristics of E-commerce Seller-Side, while information quality, format quality, and service quality to users are considered seller-generated content characteristics (Azizah et al., 2022; Kanwal et al., 2022; Rawung et al., 2022; Umukoro & Tihamiyu, 2022; Hossain et al., 2020; Yuehui et al., 2021; Polas et al., 2019).

Additionally, many studies have indicated that the characteristics of E-commerce Seller-Side encompass sensory experience, emotional experience, cognitive experience, action experience, and relational experience characteristics. Sensory experience is categorized as a platform characteristic on E-commerce Seller-Side, but it also relates to seller-generated content characteristics. On the other hand, emotional experience, cognitive experience, action experience, and relational experience are considered seller-generated content characteristics (Hwang et al., 2020; Ornati, 2022; Tuncer, 2021; Zhu & Wang, 2022; Yan, 2017). In summary, this study suggests that the characteristics of E-commerce Seller-Side should include at least Reliability (stability, security, prevention, and reputation), Responsiveness (efficiency), Format quality (website design, sensory experience), and Communication

(customer care, contact, action experience, relational experience), with the contents within parentheses belonging to the same category of terms without parentheses.

Research Question

What is the primary ITC of E-commerce Seller-Side?

Research Objective

To analyze and outline the primary ITC of E-commerce Seller-Side.

Research Methodology

This study employs a literature review approach, conducting a detailed analysis of the ITC, the characteristics of E-commerce, the characteristics of E-commerce Buyer-side, and the characteristics of E-commerce Seller-Side. This systematic deduction approach is utilized to outline the primary ITC of E-commerce Seller-Side.

Literature Analysis Plan

Extensive Search

Utilizing multiple academic databases and search engines to ensure the retrieval of various relevant literature.

Literature Screening

A screening process was carried out to eliminate literature that was not relevant to the research topic or of low quality.

Summarization and Identification of the primary ITC

After the literature screening, it was noted that different studies employed different categorizations and descriptions of characteristics, including descriptions related to information quality, system quality, user experience, and more. Efforts were made to identify commonalities and overlaps among these descriptions to determine the primary ITC of E-commerce Seller-Side.

Literature Analysis

Comparative Analysis of Mentioned Characteristics in Literature

In the above literature review process, focusing on the analysis of the ITC and the analysis of characteristics of E-commerce Seller-Side, it can be observed that system Reliability and Smoothness in the platform characteristics of E-commerce Seller-Side, as well as Format and Interactivity in the content characteristics generated by E-commerce Seller, are widely discussed in multiple studies and frequently appear using the same terms or within the same categories, as detailed in the conclusions at the end of this study in sections 4.1 and 4.4.

Comparative Analysis of Literature Research Findings

Some studies indicate that system Reliability and Smoothness in the platform characteristics of E-commerce Seller-Side impact consumers' shopping experiences (Billewar et al., 2022; Wilson & Christella, 2019; Yadav & Mahara, 2019; Yen & Chiang, 2021; Hu, 2023).

Other research suggests that Format and Interactivity in the content characteristics generated by E-commerce Seller also influence consumers' shopping experiences (Elboudali et al., 2020; Kowalczyk et al., 2021; Molinillo et al., 2021; Sinhaseni et al., 2023; Xuhui & Dongming, 2023).

Summarizing and Distilling the primary ITC

Based on the above analysis, it is evident that Reliability, Smoothness, Format, and Interactivity are the primary ITC of E-commerce Seller-Side.

Finding and Conclusion

The system Reliability and Smoothness in the platform characteristics of E-commerce Seller-Side, as well as the Format and Interactivity in the content characteristics generated by E-commerce Seller, constitute the primary ITC of E-commerce Seller-Side.

Recommendation

After establishing the influential roles of Reliability, Smoothness, Format, and Interactivity on E-commerce Seller-Side, this study suggests that future research can delve deeper into these aspects, specifically focusing on the stakeholder interests related to system reliability, smoothness, as well as the format and interactivity of seller-generated content in e-commerce systems. Such in-depth research endeavors are likely to yield more valuable research outcomes.

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